

eTechFlow SEO Suite

Magento 2 Module Bundle — Complete User Guide

Complete Guide — Every Screen, Every Button, Step by Step

All 8 eTechFlow Magento SEO modules in one licence — Rich Snippets, Redirect Manager, AI SEO, Meta Templates, SEO Audit, Canonical & Hreflang, SEO Layered Navigation and XML Sitemap.

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Table of Contents

1. Introduction
2. Using the SEO Suite
 - 2.1 The SEO Suite admin menu
 - 2.2 The 8 SEO modules
3. Support & Contact

1. Introduction

The eTechFlow SEO Suite bundles all eight of eTechFlow's Magento 2 SEO modules under a single licence. It unlocks every one of them for your domain:

- Rich Snippets (schema.org JSON-LD + OpenGraph / Twitter meta)
- Redirect Manager (301/302 redirects + 404 catcher)
- AI SEO (AI-generated meta titles / descriptions)
- Meta Templates (rule-based meta tag templates)
- SEO Audit (on-page SEO checks)
- Canonical & Hreflang (canonical tags + multi-store/locale hreflang)
- SEO Layered Navigation (SEO-friendly filter URLs)
- XML Sitemap (product / category / CMS sitemaps with images & hreflang)

Licensing works through the eTechFlow portal. This guide covers using the SEO Suite.

2. Using the SEO Suite

2.1 The SEO Suite admin menu

Once activated, a SEO Suite entry appears in the left admin sidebar. Click it to open the SEO Suite menu, which links straight to each of the eight tools.

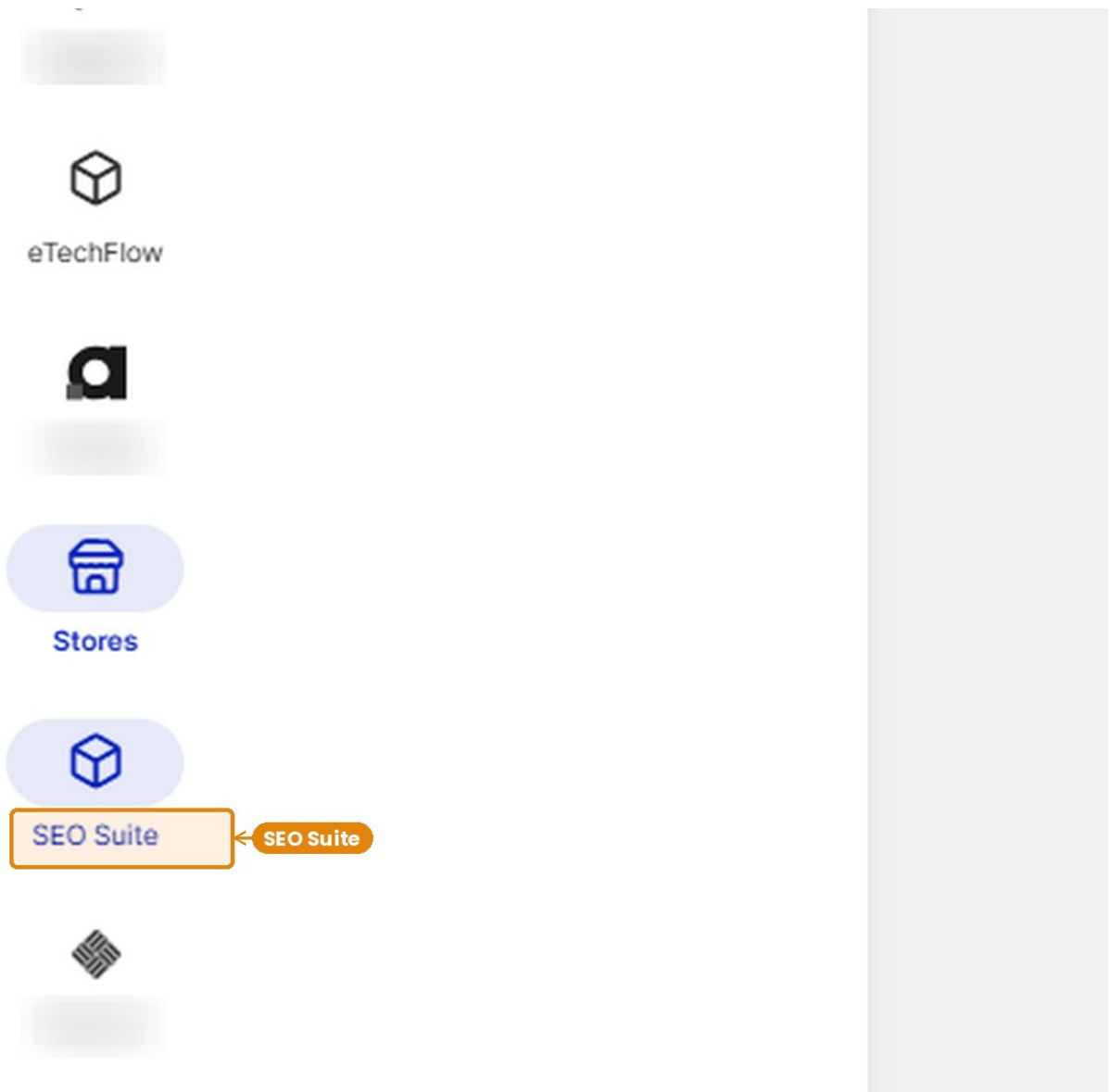


Figure 1 — The SEO Suite entry in the left admin sidebar.

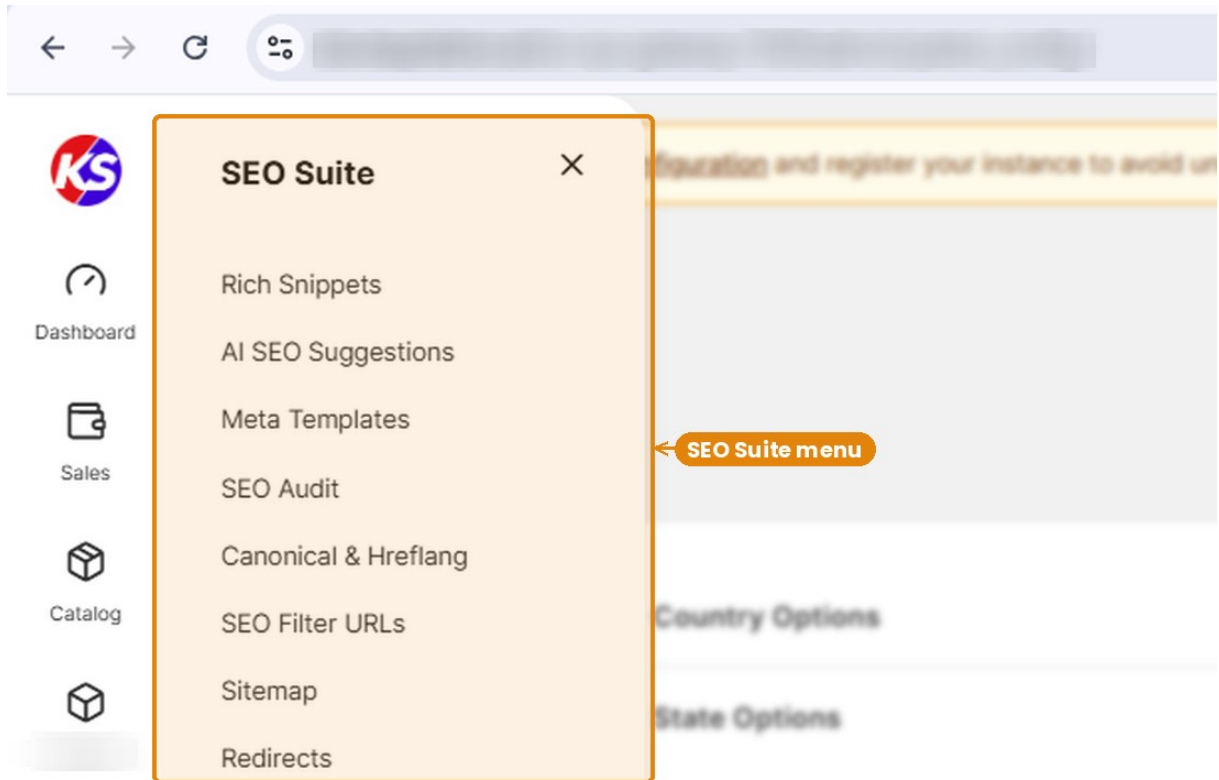


Figure 2 — The SEO Suite menu: one place to reach Rich Snippets, AI SEO Suggestions, Meta Templates, SEO Audit, Canonical & Hreflang, SEO Filter URLs, Sitemap and Redirects.

2.2 The 8 SEO modules

Each entry opens that module's admin page. In brief:

[**Rich Snippets**] Emits schema.org JSON-LD structured data (Product / Category / CMS) plus OpenGraph and Twitter meta on the storefront, per its on/off switches.

[**AI SEO Suggestions**] Generates SEO-tuned meta titles and descriptions for products/categories using AI.

[**Meta Templates**] Rule-based templates that auto-fill meta titles/descriptions across the catalog.

[**SEO Audit**] Runs on-page SEO checks and flags issues to fix.

[**Canonical & Hreflang**] Manages canonical tags and multi-store / multi-locale hreflang tags.

[**SEO Filter URLs**] Turns layered-navigation filters into clean, indexable SEO URLs.

[**Sitemap**] Generates XML sitemaps for products, categories and CMS pages (with images and hreflang), on a schedule.

[**Redirects**] The Redirect Manager — create 301/302 redirects and catch 404s (see its own guide for detail).

SEO Suite: the eight modules

One licence and one install unlock every eTechFlow SEO module for your store domain, reachable from a single admin menu. Here is what each of the eight modules does, with a look at its key screen.

Rich Snippets (JSON-LD)

Redirect Manager

AI SEO

Meta Templates

SEO Audit

Canonical & Hreflang

SEO Layered Navigation

XML Sitemap

THE 8 SEO MODULES

1

Rich Snippets (JSON-LD)

etechflow/module-rich-snippets

Emits clean schema.org JSON-LD across your storefront so search engines can show rich results and social links render a proper card.

- Product, Offer, AggregateRating & Review, Breadcrumb, ItemList
- Organization + WebSite with a Sitelinks search box
- ProductGroup for configurables · OpenGraph + Twitter meta
- Per-type toggles & admin-mappable attribute codes

view-source · product page

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Product",
  "name": "Xhorse Condor Mini Plus II",
  "sku": "KS02851",
  "offers": { "@type": "Offer",
    "price": "499.00", "priceCurrency": "GBP",
    "availability": "InStock" },
  "aggregateRating": { "ratingValue": "4.6",
    "reviewCount": "128" }
}
</script>
```

2

Redirect Manager

etechflow/module-redirect-manager

A 301/302 redirect manager with a built-in 404 catcher. Managed redirects run before Magento's own URL rewrites, so they always win.

- Per-store rules, active toggle, internal notes, live hit counter
- 404 catcher: one click turns a broken URL into a redirect
- Relative paths or full external URLs as targets
- FPC / Varnish-safe real HTTP 301/302 responses

Redirect Manager · Redirects

REQUEST	PATH	TARGET	TYPE	ACTIVE	HITS
/old-condor	/car-keys/condor-mini	301	On	1,204	
/promo-2024	https://ks.uk/sale	302	On	318	
/xhorse-old	/brands/xhorse	301	On	96	

404 catcher · 27 logged URLs · click a row to create a redirect

3

AI SEO

etechflow/module-ai-seo

Generates optimised meta titles and descriptions for your catalog using Claude (Anthropic) or GPT (OpenAI), shaped by your brand voice.

- Bulk generate straight from the product grid
- Review queue: current value vs AI suggestion, apply or delete
- Auto-apply mode writes meta straight to the product
- Length-aware, brand-voice, encrypted API key

AI SEO · Suggestions

Current: *Condor Mini Plus II*

AI: Xhorse Condor Mini Plus II Key Cutting Machine | KeyStation

Apply

Current: *(empty)*

AI: Cut automotive keys with precision. Genuine Xhorse, next-day UK delivery.

Apply

Provider: Anthropic (Claude) · 128 products selected

4

Meta Templates

etechflow/module-meta-templates

Rule-based meta title, description and keyword templates with `{{variable}}` placeholders, applied automatically to product, category and CMS pages.

- Separate rules for Product, Category and CMS pages
- `{{product.name}}`, `{{store.name}}` and any attribute code
- Optional `{{variable|fallback}}` text when a value is empty
- Scoping, priority, and fill-empty vs override modes

Meta Templates · Product rule

Meta title

`{{product.name}}` | Buy at `{{store.name}}`

Meta description

`{{product.brand|Genuine Part}}` · `{{product.name}}` in stock now.

renders to **Xhorse Condor Mini Plus II | Buy at KeyStation**

5

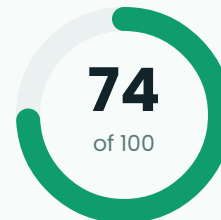
SEO Audit

etechflow/module-seo-audit

An on-demand SEO health auditor. One click scans products, categories and CMS pages, returns a 0-100 score and deep-links every finding.

- 23 checks: meta, content, links, indexability, social, schema
- 0-100 score with critical / warning / notice breakdown
- Fix-priority table with a suggested tool per issue
- Admin dashboard + CLI (etechflow:seoaudit:scan)

SEO Audit · Dashboard



- 3 critical · missing meta
- Structured data valid
- 7 warnings · thin content
- Canonical present

6

Canonical & Hreflang

etechflow/module-canonical-hreflang

Fixes duplicate content and international targeting: one clean `rel=canonical` per page, plus `rel=alternate hreflang` across store views.

- Collapses filtered, sorted, paginated & multi-category URLs
- Strips `?filter` / `?sort` / tracking parameters
- Hreflang alternates with optional `x-default`
- Theme-agnostic; de-dupes Magento's own canonical

● ● ● <head> · product page

```
<link rel="canonical"
  href="https://ks.uk/car-keys/condor-mini">
<link rel="alternate" hreflang="en-gb"
  href="https://ks.uk/car-keys/condor-mini">
<link rel="alternate" hreflang="fr-fr"
  href="https://ks.fr/cles/condor-mini">
<link rel="alternate" hreflang="x-default"
  href="https://ks.uk/car-keys/condor-mini">
```

7

SEO Layered Navigation

etechflow/module-seo-layered-nav

Turns Magento's opaque filter URLs into clean, human-readable links, then controls exactly which filtered pages search engines may index.

- ?manufacturer=yale or /manufacturer/yale instead of ids
- Two-way, deterministic slugs; dropdowns + swatches
- Single filter = indexable; multi / price = noindex
- Adds indexable filter landing pages to the sitemap

SEO Layered Navigation

Magento /cylinder-locks?manufacturer=2069

Query /cylinder-locks?manufacturer=yale

Path /cylinder-locks/manufacturer/yale

single filter = indexable · multi / price = noindex

8

XML Sitemap

etechflow/module-sitemap

Generates advanced XML sitemaps for product, category and CMS URLs, with automatic 50,000-URL splitting and a sitemap index.

- Per-type change frequency and priority
- Optional product gallery images & hreflang alternates
- Custom URLs; automatic multi-file split + index
- Rebuild from the admin, nightly cron, or CLI

ks.uk/sitemap.xml

```
<urlset>
<url>
  <loc>https://ks.uk/car-keys/condor</loc>
  <changefreq>daily</changefreq>
  <priority>1.0</priority>
  <image:image><image:loc>.../condor.webp
</image:loc></image:image>
</url>
</urlset> · 3 files · index written
```

Configure each module under Stores → Configuration → eTechFlow. Because the whole suite shares one licence, there is nothing more to buy — enabling any module's features is just a matter of its own on/off switches.

3. Support & Contact

For help with the eTechFlow SEO Suite, licensing, or installation, contact eTechFlow support. We respond to licence and configuration questions and can assist with setup on request.

Email: support@etechflow.com

Website: <https://etechflow.com>